

## JOB DESCRIPTION

**Job Title:** Project Director, East London Fashion Cluster (Stratford)

**Accountable to:** Head of College

**Contract Length:** Fixed term for 18 months.

**Hours per week/FTE:** 0.8 FTE

**Weeks per year:** AYR

**Salary:** Pay band for Deputy Service Heads and other Senior Professionals/Managerial staff

**Grade:** Individual contract

**College/Service:** London College of Fashion

**Location:** LCF sites

### Purpose of Role:

For the last 18 months, London College of Fashion has been working with a number of partners to investigate how its move to Stratford could be a catalyst for amplifying the revival of fashion in East London. The vision is of a twenty-first century innovation quarter where fashion, technology, business and education meet; where companies compete to out-innovate each other; where they collaborate to turn heads all over the world.

In Spring 2016, LCF jointly commissioned, with GLA, a body of research intended to get under the skin of fashion's revival in East London, understand the barriers to growth and suggest ways in which these barriers might be overcome. BOP consulting were appointed; their study began in September and concluded in March 2017. In summary, they found considerable evidence of growth in the fashion sector in East London, but a number of structural barriers to growth and coordination failures. A strategy and action plan for addressing these is currently being mobilised.

The purpose of this role is to coordinate this programme of activity in a transitional phase before the establishment of a Special Purpose Vehicle equivalent to TechCity UK or Knowledge Quarter Ltd. Reporting directly to the Head of College, the Director of ELFC (Stratford) will act on behalf of the partners developing the cluster, coordinating a number of workstreams and directly leading the work required to set up the SPV, while also overseeing a programme of advocacy in the run up to the formal launch of the initiative, in April 2018. A key aspect of the role will be to liaise with stakeholders across UAL as well as externally with Government and Local Authorities, other relevant public bodies, industry partners and other key stakeholders. The role will also be responsible for seeking the funding required to deliver this vision.

The post-holder is expected to evidence the ability to implement and support the delivery of high profile projects as exemplars to other Universities, and the fashion industry, that will ultimately influence new policies and procedures and champion organisational change.

### Duties and Responsibilities

- To lead the strategic development of the East London Fashion Cluster, ensuring that this programme is aligned to the strategic aims, values and ethos of UAL and the London College of Fashion, as well as that of the other key stakeholders to the project
- To coordinate the programme of work streams that have been established to scope the positive interventions that might contribute to the ELFC, working with work stream leads to ensure that the work streams have been conceived and constituted appropriately and that work streams are likely to deliver to the timescales agreed
- To develop the work that has been done so far to conceive, incorporate and develop the SPV, leading this element of the ELFC by:
  - a) Developing 10-year business plan for ELFC beyond the consultation phase
  - b) Developing physical hub for the ELFC in East London
  - c) Launching online community
  - d) Launch of programme of events, hacks, webinars
  - e) Formal launch of the Cluster, 10-year plan and short-term priorities that have emerged from the consultation.

- To be responsible for generating funding and new revenue streams to support the development of the ELFC. This will include taking responsibility for developing and writing bids.
- To develop and foster key partnerships and relationships with Government, local authorities, business and other key stakeholders to enhance funding or revenue streams to support the activities of the ELFC.
- To support the development of strategic key networks that can inform and progress partnerships that will influence and further develop projects and enterprise initiatives and attract influential and consistent funding support. These will include key partnerships with GLA, LLDC, partners in the Cultural Education District as well other local authority and business connections. To ensure that these partnerships are developed with empathy and to the mutual benefit of existing organisations within East London.
- To be responsible for determining the shape, structure and coherent direction for any team delivering the ELFC (ultimately as part of the SPV), to recruit to this team as agreed and to manage members of the team, working in accordance with relevant UAL policy and procedures
- To ensure the effective management of budgets and resources and to report on activity against agreed KPIs, conducting all financial matters associated with the role properly and in accordance with UAL's policies and procedures
- To work closely with other members of LCF's leadership team including but not limited to: the Director of College Administration, the Director of Business and Innovation, the Director of Change Management, the Deans of Schools, the Associate Dean: Enterprise (Stratford), the Director of Public and Cultural Engagement (Stratford) and the Associate Dean for Research
- To work as part of the LCF Stratford steering group and other relevant LCF/ UAL working groups to ensure the alignment of the ELFC development and LCF Stratford workstreams
- To produce reports and management information as required.
- To support and contribute to the School, College and University's external profile
- To make a constructive contribution to the development of the broader academic and cultural direction of the College as required
- To line manage staff as may be appropriate, including probation, 1:1 meetings and appraisal
- To perform such duties consistent with the role as may from time to time be assigned to the post anywhere within the University
- To undertake health and safety duties and responsibilities appropriate to the role and in accordance with University policy and procedures
- To work in accordance with the University's Equal Opportunities Policy and the Staff Charter, promoting equality and diversity in your work
- To undertake continuous personal and professional development, and to support it for any staff you manage through effective use of the University's Planning, Review and Appraisal scheme and staff development opportunities
- To make full use of all information and communication technologies in adherence to data protection policies to meet the requirements of the role and to promote organisational effectiveness
- To conduct all financial matters associated with the role in accordance with the University's policies and procedures, as laid down in the Financial Regulations.

**Key Working Relationships:** Managers and other staff, and external partners, suppliers etc; with whom regular contact is required.

- Members of College Executive Board
- Director of College Administration
- Director, Business and Innovation
- Director, Public and Cultural Engagement (Stratford)
- Director of Change Management (LCF)
- Associate Dean: Enterprise (Stratford)
- Associate Dean of Research
- Deans (Schools)
- Key external partners within the Cultural Education District
- Key external partners in Government, local authorities and wider boroughs
- Key business partnerships in Stratford and the wider boroughs

**Specific Management Responsibilities**

**Budgets:** TBA

**Staff:** TBA

**Other** (e.g. accommodation; equipment):

Signed \_\_\_\_\_ Date of last review \_\_\_\_\_  
(Recruiting Manager)

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**Grade: Service Director**

Person Specification	
Specialist Knowledge/ Qualifications	First degree or equivalent relevant experience
	Significant sector experience in developing business engagement programmes in the field of Fashion Industry, HEI, Arts or Government arena or other similar area
	Significant experience of developing and writing business plans and funding bids
	Desirable postgraduate level qualifications related to subject specialism but may be related to business incubation or entrepreneurship*
Relevant Experience	An understanding or experience of the HEI, Business Incubation, Entrepreneurship, Communications or Fashion Sector would be an asset or engagement with Community projects either as a volunteer or through relevant role
	Knowledge and experience within the UK and/or International fashion or design industry is desirable
	Management of strategic development and operational teams in higher education or Business environment
Communication Skills	Communicates persuasively and with gravitas adapting the style and message to a diverse internal or external audience in an inclusive and accessible way
Leadership and Management	Motivates and leads effectively, setting the strategic direction and promoting collaboration across formal boundaries
Research, Teaching and Learning	Applies innovative approaches in leading academic programmes, teaching, learning or professional practice to support excellent teaching, pedagogy and inclusivity
	Applies own research to develop learning and assessment practice

Professional Practice	Contributes to advancing professional practice/research or scholarly activity in own area of specialism including external networks and conferences
Planning and managing resources	Effectively plans, prioritises and manages the delivery of complex projects or activities to achieve long term strategic objectives
Teamwork	Contributes effectively to a senior leadership team, setting the strategic direction for one or more function and fosters constructive relationships across the organisation
Student experience or customer service	Provides effective strategic leadership for enhancing the student or customer experience to promote an inclusive environment for students, colleagues or customers
Creativity, Innovation and Problem Solving	Initiates innovative solutions to problems which have a strategic impact

The application form sets out a number of competence questions related to some of the following selection criteria. Shortlisting will be based on your responses to these questions. Please make sure you provide evidence to demonstrate clearly how you meet these criteria

**Last updated: May 2017**